

1 **ABSTRACT**

2 The following subject matter associates new or different media content with
3 a particular playlist while maintaining the playlist's corresponding reference(s) to
4 content such as streaming media content. A server component receives a request
5 from a client for one or more content items. The server component identifies a
6 data structure that refers to one or more further content items. Next, the server
7 modifies the data structure to reference the content item or items requested by the
8 client. The server provides the content items referenced by the modified data
9 structure to the client.

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